K-LOVE has a unique format that needs to be readily available across the airwaves. It is wholesome: no foul language, sex, violence, anger producing messages. Today's financial institutes seem to promote bad credit, tax evasion, etc. as acceptable decrying the fact you should pay higher interest -- the station is commercial free. Ministry minutes teach you to be better people, citizens, plus they have staff that handle crisis calls. We need more, not less stations like this.